Brand Guidelines

October 2019

Passionate About Supply Chain Excellence.

ALOM

Table of Contents

Overview

Establishing core brand elements and design standards is essential to building a brand's identity. These brand elements and standards will play a vital role in portraying and protecting the ALOM brand across all touch points. It is essential that any deliverables, reports, media, et cetera, faithfully apply the elements outlined in this brand guideline.

ALOM Logo

The logo displayed to the right is the primary logo for ALOM.
This full-logo design and corresponding color scheme should be used
whenever possible.

Variations

The logos displayed to the right are the alternate color schemes for ALOM's full-logo design. These alternate color schemes should be implemented whenever use of the primary color scheme is not an option.

Incorrect Usage

The list to the right indicates improper use of the ALOM logo.

Never change color

Never outline

Never add a dropshadow

Never add a gradient

Never rotate

Never allow background to come through negative space

Never enclose in a shape

Never sweeze or warp

Never fill with a photo

Spacing & Scaling

The spacing guidelines to the right indicate the minimum spacing that should exist between ALOM's brand and any other icon, copy, images, et cetera.

The minimum spacing around the ALOM logo should be no less than width of the "L" in ALOM.

 25 px

 .250 in.

The minimum scaling of the ALOM logo is 25px tall digitally and .250 inches for print.

Color Palette

Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by commmmuncating a certain feeling to your audience.

ALOM Red communicates passion, power, and female leadership within the company. Deep Maya is relaxing and often used to convey the importance of meaningful relationships and establishes trust and loyalty.

The secondary color palette is to be used very sparingly in design instances that require additional hues. Infographcs and charts are great uses for these colors.

Primary

ALOM Red
#C5003E   **PMS:** 1935
R:197 **G:**0 **B:**67
C:0 **M:**100 **Y:**66 **K:**23

Deep Maya
#102632
R:16 **G:**38 **B:**50
C:68 **M:**24 **Y:**0 **K:**80

White
#FFFFFF
R:255 **G:**255 **B:**255
C:0 **M:**0 **Y:**0 **K:**0

Grey
#BDBDBD
R:189 **G:**189 **B:**189
C:0 **M:**0 **Y:**0 **K:**26

Light Grey
#F5F5F5
R:245 **G:**245 **B:**245
C:0 **M:**0 **Y:**0 **K:**4

Secondary

Maya
#82CDDC
R:130 **G:**205 **B:**220
C:41 **M:**7 **Y:**0 **K:**14

Cyber
#FFC668
R:255 **G:**198 **B:**104
C:0 **M:**22 **Y:**59 **K:**0

Iris
#4F489C
R:79 **G:**72 **B:**156
C:49 **M:**54 **Y:**0 **K:**39

Emerald
#6EC16C
R:110 **G:**193 **B:**108
C:0 **M:**24 **Y:**58 **K:**0

Black
#000000
R:0 **G:**0 **B:**0
C:0 **M:**0 **Y:**0 **K:**100

Typography - Print

Fonts are a powerful brand tool when used consistently. This set of typefaces best represents the modern and authentic qualities of the brand and should be used across all applications.

For applications that do not allow these font faces, please use Arial as a substitute font.

IBM Plex Sans - Headline
WEIGHT: BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IBM Plex Sans - Subhead
WEIGHT: LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IBM Plex Sans - Body Copy
WEIGHT: REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
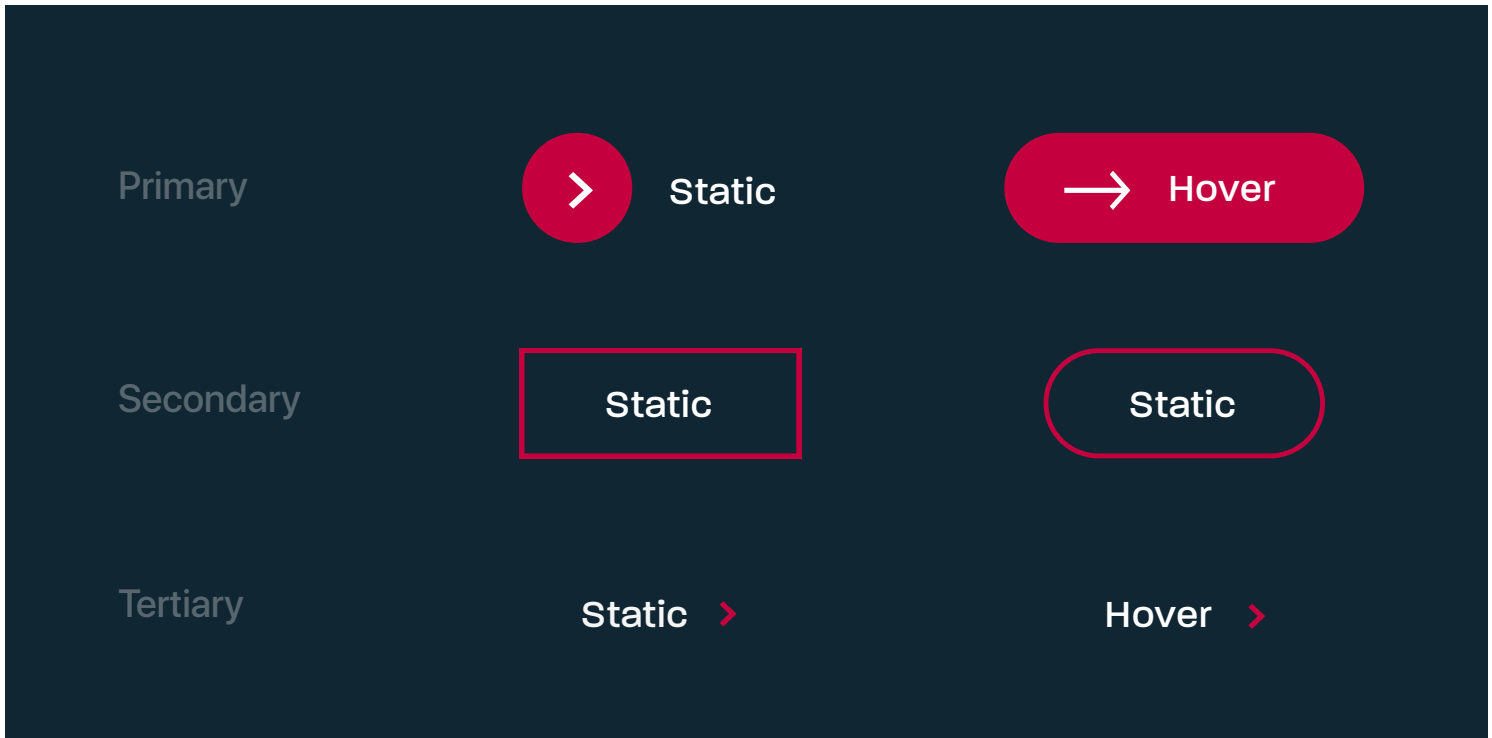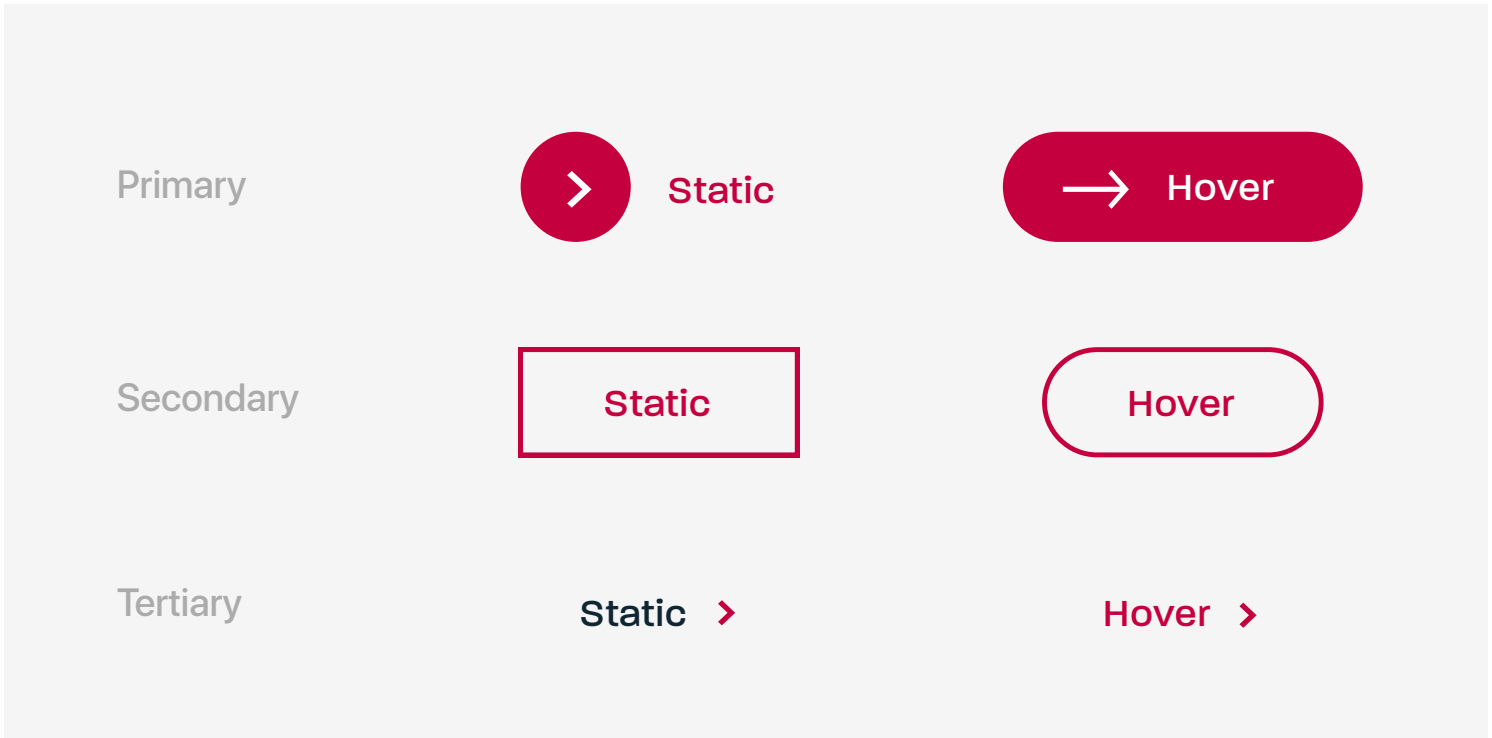
IBM PLEX MONO - DATES
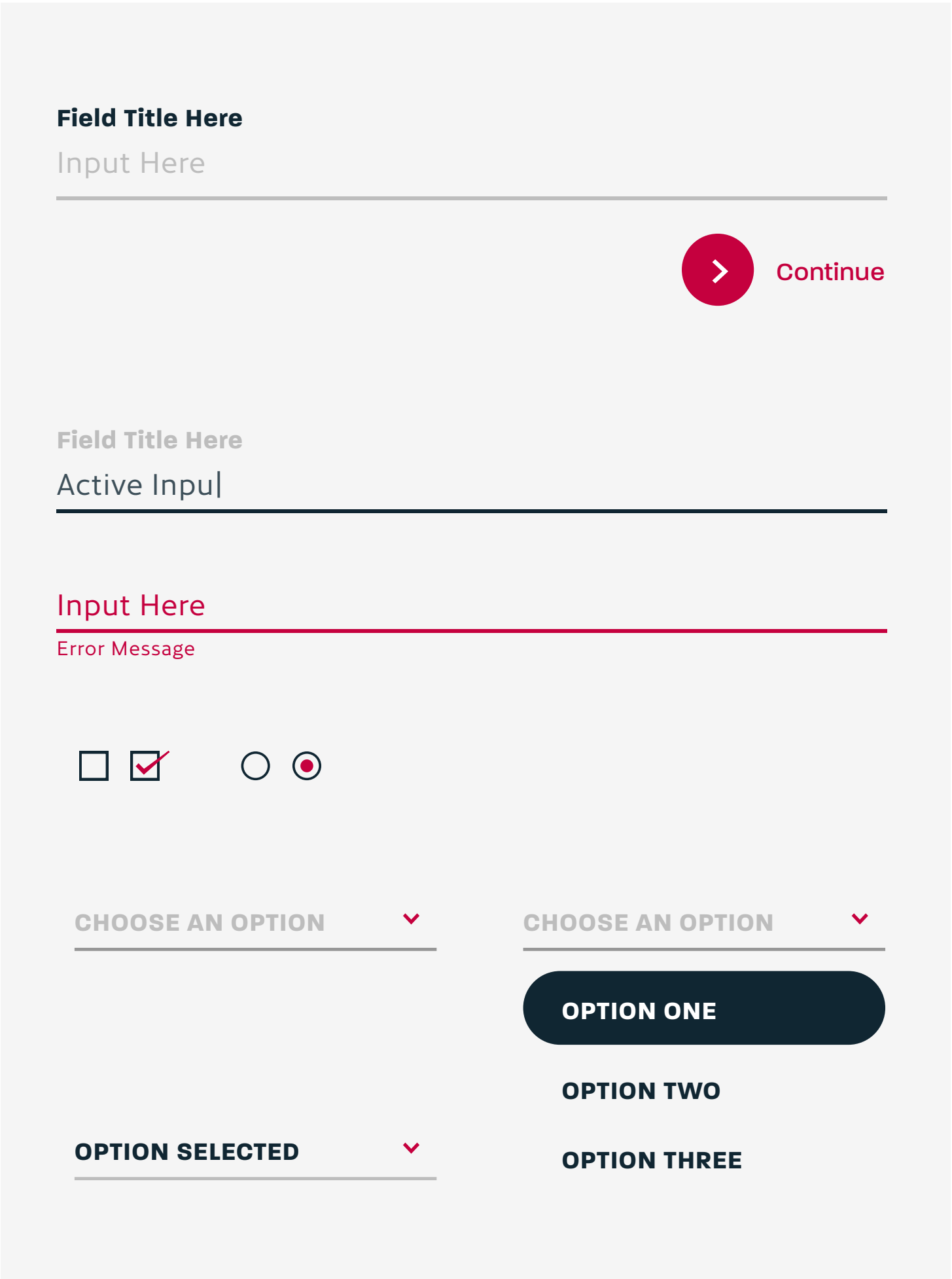WEIGHT: SEMI-BOLD, UPPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography - Web

Fonts are a powerful brand tool when used consistently. This set of typefaces best represents the modern and authentic qualities of the brand and should be used across all applications.

Paralucent - Headline & Subhead

WEIGHTS: MEDIUM, DEMI-BOLD, BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cresta - Body Copy & Subhead

WEIGHTS: LIGHT, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IBM Plex Mono - Subhead

WEIGHT: SEMI-BOLD, UPPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Web Styles

These tiles/cards should be referenced for any additional web creation to ensure branding remains cohesive within the digital space.

Primary button styles should be used for the main CTA on the page, while secondary and tertiary button styles serve as cues for optional actions that the user can take on a page.

Buttons

Primary	> Static	→ Hover
Secondary	Static	Hover
Tertiary	Static >	Hover >

Primary	> Static	→ Hover
Secondary	Static	Static
Tertiary	Static >	Hover >

Forms

Field Title Here
Input Here

> Continue

Field Title Here
Active Input

Input Here
Error Message

☐ ☑ ○ ◉

CHOOSE AN OPTION ⌄   CHOOSE AN OPTION ⌄

OPTION ONE

OPTION TWO

OPTION SELECTED ⌄   OPTION THREE

Web Styles

These tiles/cards should be referenced for any additional web creation to ensure branding remains cohesive within the digital space.

SOCIAL
We Give Back

"

The accuracy and quality of the information we receive has to be perfect. With ALOM, the quality of service we expect happens the whole way through the process.

Mike Madeline

SR. MANAGER OF VENDOR MANAGEMENT AND LOGISTICS

23andMe

SEPTEMBER 17, 2018

Chinese trade war 'critical' to supply chain company's expansion in Fremont, CEO

Read ›

The NEW Definition of Supply Chain Disruption

By Hannah Kain, ALOM President and CEO – It has become a daily occurrence: Supply chain pros choking on their morning coffee as they absorb the overnight changes impacting their plans and results. Then begins another day of scrambling and recovery. Personally, as I have been reading the news over the …

Read ›

JUNE 19, 2019

Iconography

ALOM's iconography improves navigation and comprehension by creating a visual language that is scannable and easily understood. Consistency, perspective, and simplicity are the core parameters of the ALOM icon library.

For usage on dark backgrounds, change the deep maya stroke to white and leave the ALOM red stroke as is.

Three principles:

Consistency: We lean on color, line weight, and perspective to accomplish consistency.

Perspective: Using depth as an added visual element, we are able to add a certain level of complexity to the icons without comprimising simplicity.

Simplicity: We aim to keep our icons simple by illustrating only the necessities and the bare minimum number of colors.
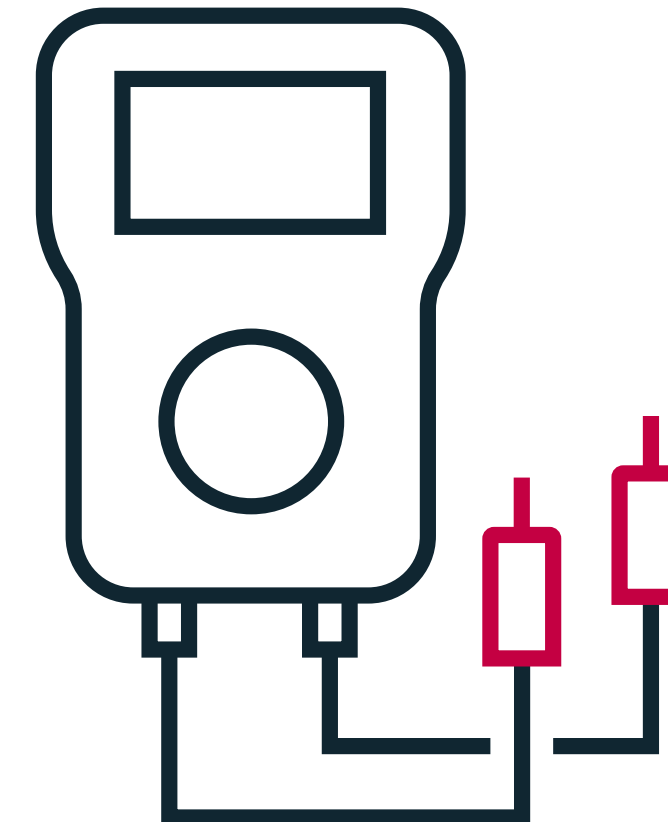
Supply Chain Planning
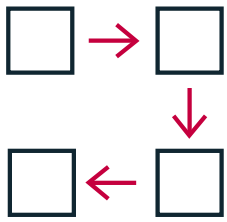
Modeling
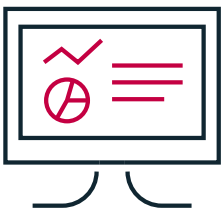
Data Analytics & Reporting

Global Operations

Compliance & Risk Management

Inventory Management
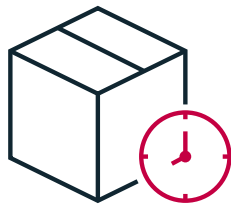
Inventory Optimization
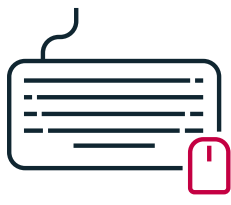
Order Management Tools

Vendor Managed Inventory

Visibility & Control

Reverse Logistics
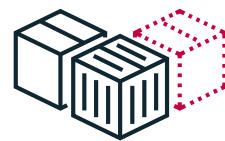
Returns
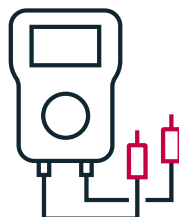
Reconfiguration/ Repair

Disposal

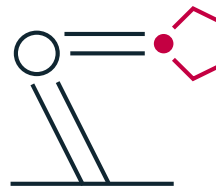Serialization/Recall Management

Technology Development

Privacy & Data Security

Customization
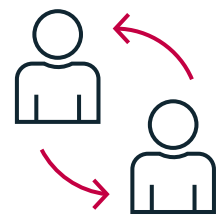
Business Intelligence

Process Automation

Sourcing & Procurement

Material Sourcing

Demand Planning
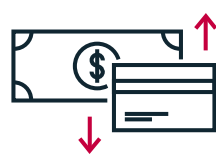
Supplier Collaboration

Quality Management

E-commerce

Full Service eCommerce

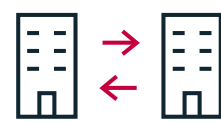Merchant Services

Payment Processing
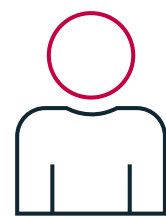
Customer/ Marketing Support

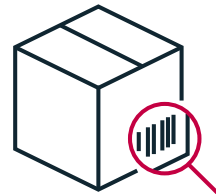Privacy & Data Security

Fulfillment
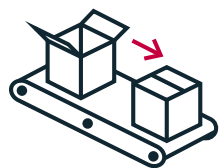
B2B Fulfillment

Consumer

Global
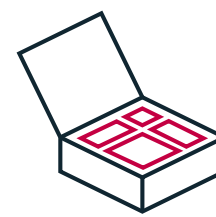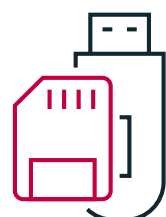
Retail Distribution (Omnichannel)

Logistics Management

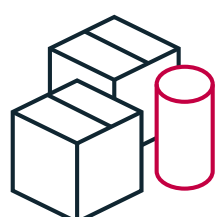**Production & Assembly**

Production & Assembly

Kitting

Digital Media Duplication

Custom Orders
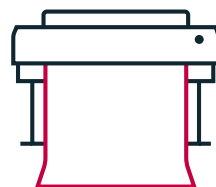
Print

Sales & Marketing Support

Promotional Items Management

Point of Sale Program

Literature Fulfillment

Customized Awards & Certifications
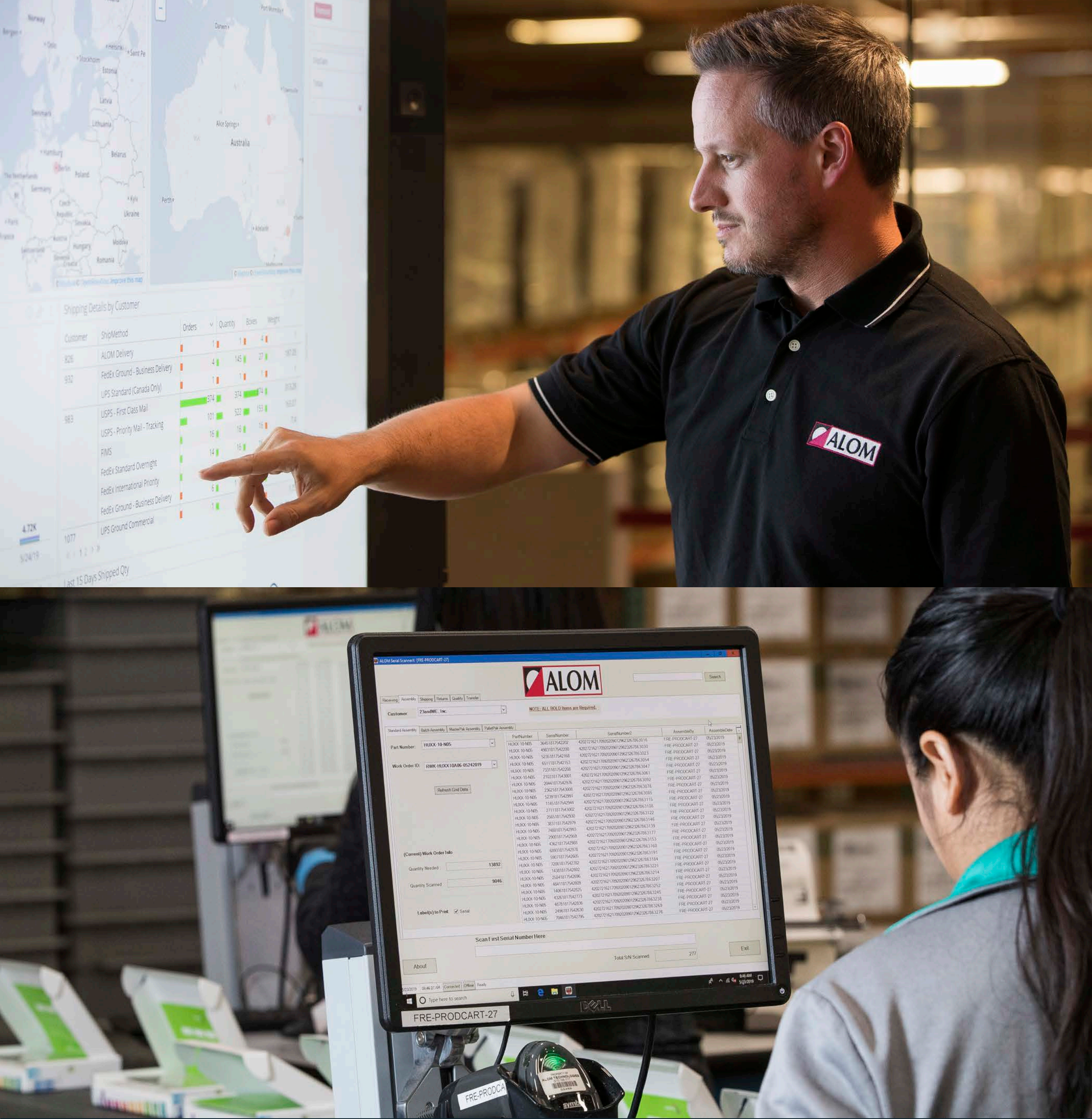
Mailing Services

Print Management

Miscellaneous

Quality and Enviromental Policy

Photography

Photography is a visually-powerful tool that brings consistency to the ALOM brand and reinforces our status as a leader in supply chain innovation.

Our imagery follows four main principles:

1. Capture Real Moments
2. Capture Process
3. Preserve True Color
4. Highlight Technology

Standard Business Card

ALOM's standard business card provides all necessary contact information for a given employee, and continues to reinforce our presence as a global company through the use of our branded dot map background.

Tri-Fold Business Card

ALOM's tri-fold business card is used for special marketing purposes where an employee wants to leave a more memorable impression than the standard business card would provide. This card's fold-out design, branded graphics, and company information help pique interest and drive potential clients to contact us and learn more.
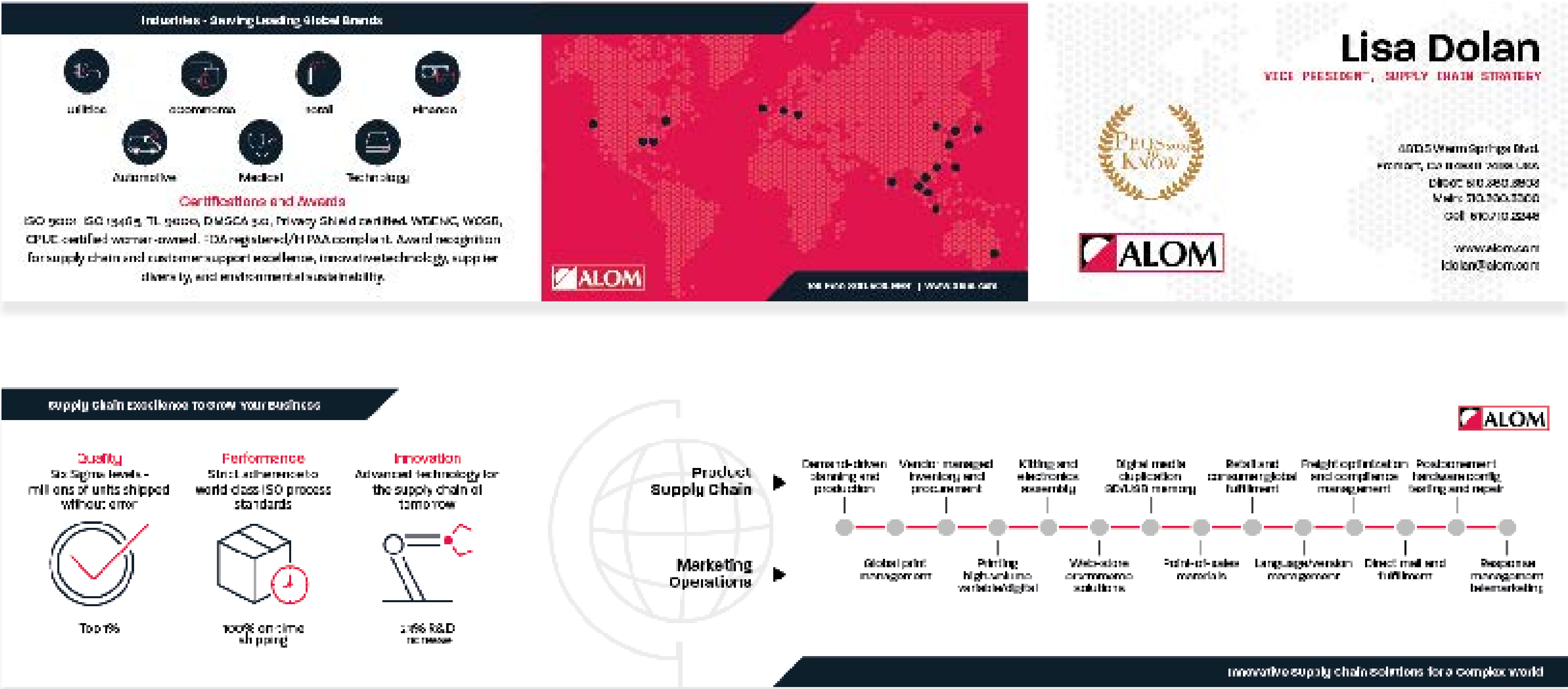
Mailing Envelopes

ALOM's mailing envelopes serve as a tangible reinforcement of our brand with the inclusion of an ALOM Red flap and dot map background. Using these envelopes for all important outgoing mail helps recipients easily identify the sender and create intrigue for the information inside.

Letterhead

ALOM's letterhead provides a consistent layout and recognizable branded style for any official communications that need to be shared internally and externally.

Collaboratively administrate empowered markets via plug-and-play networks. Dynamically procrastinate B2C users after installed base benefits. Dramatically visualize customer directed convergence without revolutionary ROI.

This is page 2 copy that extends over from page 1.

Sincerely,

First Lastname
VP of Letterhead Design
phendrycks@alom.com

48105 Warm Springs Blvd., Fremont, CA 94539-7498, U.S.A. | Main: 510.360.3600 | Toll Free: 800.500.9991 | Fax: 510.226.7617 | alom.com

Contact Us

If you have questions about how to apply these brand guidelines, or if you need access to branded materials, please reach out via the contact information to the right. Thank you for doing your part to maintain the ALOM brand.

Paul Hendrycks

PHendrycks@alom.com

Thank You